



# Identity Verification that **Empowers** Your Business to **Thrive**

Verify Fast • Stay Secure and Compliant • Lead the Market



At the forefront of identity since 2017, Shufti grew up in the **most complex and unforgiving global threat environments** where criminals hone their skills. It has made us who we are: a **proven global team**, trusted by clients around the world with **adaptable, robust, and precise** identity verification, KYC, AML, and fraud prevention solutions. Building trust with each verification, we empower businesses with the freedom to grow, innovate, and thrive, secure in the knowledge that their users and reputation are protected.



### Global Coverage

Support across **240+** regions and **150** languages



### Faster Time to Revenue

**69%** of ID verifications completed within **30 seconds**, 87% within 60 seconds



### Reduced Fraud

AI forgery detection catches **60% more** fraud than human reviewers, on average



### Customizable Journeys

No-code builder and flexible **API** orchestration



### Scalable Infrastructure

Cloud and on-premises deployment options

# Why Choose Shufti?

## LEADING THE INDUSTRY IN CUSTOMER SATISFACTION

Trusted globally, Shufti has earned an **“Excellent” 4.8 TrustPilot rating** from over **3,000** reviews worldwide.

Our smooth, **user-friendly verification experience** puts your customers first every step of the way.

## DESIGNED FOR ULTIMATE ADAPTABILITY

Our solutions **evolve** as fast as the threats you face.

We embrace **innovation**, continuously enhancing our solutions to keep you compliant and secure with **minimal friction**.

## BUILT TO TACKLE THE TOUGHEST CHALLENGES

We listen closely, move quickly, and deliver with precision.

From **deepfakes** to **complex compliance**, our expert team thrives on **solving complex** identity challenges.

## ENGINEERED FOR RELIABILITY, DEVELOPED IN-HOUSE

Our **proprietary technology** powers the entire verification process.

This **end-to-end control** enables fast response times, strong data security, and consistent reliability.

## Establish Trust with a Robust, **All in One** Compliance Suite

### USER IDENTIFICATION & AUTHENTICATION

#### CORE IDV SERVICES

✓ DOCUMENT VERIFICATION

✓ FACIAL BIOMTERICS

✓ FAST ID

✓ eIDV

#### ENHANCED VERIFICATION & VALIDATION

✓ AGE ESTIMATION & VERIFICATION

✓ ADDRESS VERIFICATION

#### MULTI-FACTOR AUTHENTICATION

✓ PHONE

✓ EMAIL

#### ADDITIONAL SERVICES

✓ USER AML SCREENING

✓ VIDEO KYC VERIFICATION

✓ CONSENT VERIFICATION

✓ USER RISK ASSESMENT

✓ E-SIGNATURE

### BUSINESS IDENTIFICATION & RISK

✓ KNOW YOUR BUSINESS

✓ BUSINESS AML SCREENING

✓ INVESTOR VERIFICATION

✓ E-SIGNATURE

### TRANSACTION TRUST SCREENING

✓ TRANSACTION TRUST SCREENING



## Success Stories from the Front Lines of Identity Verification

### CRYPTO

# A Leading Crypto Business Strengthened Global Onboarding, Boosting Verification Efficiency

Faced with the dual challenge of rapid global expansion and increasingly sophisticated fraud tactics, a leading crypto company turned to Shufti to enhance its identity verification capabilities.

#### Solution:

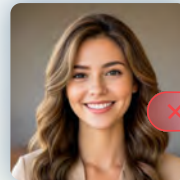
The partnership began with **address verification**, confirming user residency through documents like utility bills and bank statements.

As compliance needs grew, the company added document verification for government-issued IDs and later integrated facial verification to stop spoofing and synthetic identity fraud.

Shufti's **modular approach** allowed seamless adoption of each service, with customized flows built to reflect regional ID formats and regulatory demands, key to supporting the company's growth across Europe and Asia.

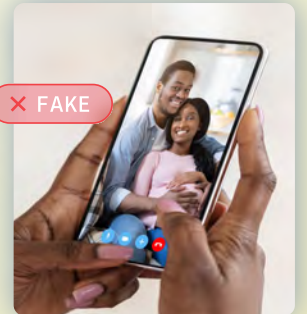
### Combating Emerging Fraud Tactics

As part of its biometric onboarding workflow, the company encountered a range of fraud types, with Shufti's AI-powered liveness detection proving **critical** in flagging and blocking attempts such as:

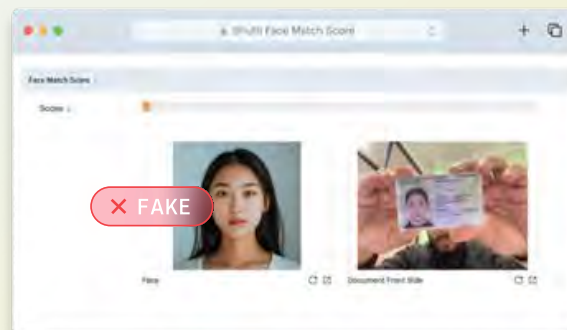


AI-Generated or Altered Face Images

Images Captured from Screens



### Face Mismatch Attempts



### 90% Facial Verification Acceptance Rate

Shufti helped the client achieve a robust **90% acceptance rate** for facial verification. The solution's ability to detect AI-generated faces proved particularly valuable in stopping sophisticated fraud attempts.

### Outstanding OCR Accuracy

Shufti's **document and address verification solutions** demonstrated OCR accuracy rates exceeding **98%**, with **false acceptance** and **rejection rates remaining below 2%** during the audit period, a testament to the precision of the platform.

### Custom Regional Flows for Better User Experience

Tailored verification flows enabled seamless onboarding across Europe and Asia. This flexibility allowed the crypto company to enforce region-specific document requirements, **improving both conversion rates and compliance posture.**

## FINTECH

# An International Fintech Improved Efficiency and Enhanced Acceptance of Trusted Identities

A global fintech operating in high-volume markets faced challenges with basic upload verification drop-offs, document quality issues, and increasing timeout rates.

### Solution:

Implementing **Shufti secure capture verification** led to stronger user engagement, better document clarity, and fewer incomplete sessions. Shufti also provided tailored recommendations to improve document visibility, reduce user errors, and minimize timeout occurrences.

**Results: 4.4% Increase in Acceptance Rate  
in just 4 Months**

By adapting its verification approach and working closely with the client to refine user instructions and process flows, Shufti helped **increase overall verification success** and **reduce declines** caused by avoidable document issues. This led to a measurable 4.4% boost in acceptance rates, driving more accurate, efficient, and reliable verifications across the board.



# Top 10 Most Difficult Countries for Identity Verification

## Identity Verification Is Only as Good as Your Weakest Region

Expanding globally is a priority for many businesses, but verifying identities reliably across diverse regions is complex.

Shufti simplifies this with deep local expertise and tailored compliance solutions, enabling smooth onboarding anywhere. With customized compliance pathways and in-depth regional knowledge, you can focus on building a trusted, diverse global user base while we help mitigate risk and reduce uncertainty.

### Myanmar

- Widespread use of handwritten and outdated NRCs.
- Multilingual IDs (e.g., Burmese, Karen, Shan).
- Use of the Burmese calendar requires conversion.
- Stateless populations possess unofficial ID formats.
- **Common documents:** Citizenship Scrutiny Card, driver's license.

### Japan

- Multiple scripts: Hiragana, Katakana, Kanji.
- Era-based calendar system (e.g., Heisei, Reiwa).
- Driver's license formats vary by region and use color codes.
- **Common documents:** My Number card, resident card, driver's license.

### Cambodia

- Khmer script with 74 characters and diacritics.
- Lack of word spacing impacts text recognition.
- Occasional use of the Buddhist calendar.
- **Common documents:** National ID card, passport, driver's license.

### Ethiopia

- Languages use both Ge'ez and Latin scripts.
- Dual date systems: Ethiopian and Gregorian calendars.
- Handwriting and degraded print quality in older documents.
- **Common documents:** National ID, passport, driver's license.

### India

- 20+ official languages with regional scripts.
- State-specific driver's license formats.
- Low-quality documents in rural areas.
- **Common documents:** Aadhaar card, PAN card, passport.

### Brazil

- **Multiple ID types:** RG, CPF, driver's licenses.
- Portuguese with regional linguistic differences.
- Complex naming conventions (maternal + paternal surnames).
- ID size and layout variability challenges **OCR accuracy**.
- **Common documents:** Smart ID card, passport, driver's license.

### Nigeria

- Multiple issuing authorities lead to ID fragmentation.
- Inconsistent use of date formats (MM/DD/YYYY vs. DD/MM/YYYY).
- Widespread use of paper NIN slips prone to damage.
- **Common documents:** National ID card, NIN slip, passport, driver's license.

### Sri Lanka

- Sinhala and Tamil scripts with complex ligatures.
- Buddhist Era dating requires conversion.
- Legacy NIC formats lack modern security features.
- **Common documents:** National ID card, passport, driver's license.

### Libya

- Arabic script presents contextual recognition challenges.
- Frequent use of handwritten fields.
- Bilingual documents (Arabic and English) complicate OCR.
- **Common documents:** National ID card, passport.

### South Africa

- 11 official languages used in IDs.
- Variability between green ID books and smart ID cards.
- Older documents are often handwritten.
- **Common documents:** Smart ID card, passport, driver's license.



We prioritize **trust and security**, ensuring you remain compliant with the latest global regulations.



ISO 27001:  
2013



QG GDPR



PCI DSS



CYBER  
ESSENTIALS +



SOC2



GDPR



iBETA 2



KJM - AGE  
VERIFICATION



CCPA

# Trusted by 1,200+ Global Businesses

Here's What Our Clients Are Saying

“We aim to offer our clients and their traders the very best tools with which to do their job and we’re excited to be able to work with Shufti. They’re a leading company and we’re looking forward to offering their solutions to our clients through our CRM.”

- Dmitriy Petrenko,  
Co-founder & CEO, FX Back Office

“The relationship with Shufti was born out of frustration with an existing provider, so we started our discussion with Shufti, the response time was excellent, from the start of speaking to sales to getting up and running with the demo.”

- Sarah Bridget Dees,  
CEO, My EU Pay

“Through partnering with the team at Shufti we’ve been able to grow our customer numbers by 20%. At the same time, we’re able to streamline their experience and stop under-aged users and potentially fraudulent users from accessing our services. It’s a win win”

- Head of Risk,  
Gaming Company

## Our clients



cashew

IronFX

BINANCE

TRADING 212

inswitch

NOTERIS

Bitget

finrax

Every  
Matrix

ZURICH

6POINT6



SEE SHUFTI IN ACTION



Ready to **Strengthen Trust**  
and Scale with Confidence?

Scan the QR code to **Book a Demo**

[SALES@SHUFTI.COM](mailto:SALES@SHUFTI.COM)



[WWW.SHUFTI.COM](http://WWW.SHUFTI.COM)

CYPRUS

LONDON

SINGAPORE

HONG KONG

DUBAI

USA

PAKISTAN

This document is provided for informational purposes only and does not constitute a binding offer or legal commitment. The information contained herein is subject to change without notice. Shufti makes no warranties, express or implied, as to the accuracy or completeness of the information presented. All trademarks and product names are the property of their respective owners.  
© 2025 Shufti. All rights reserved.